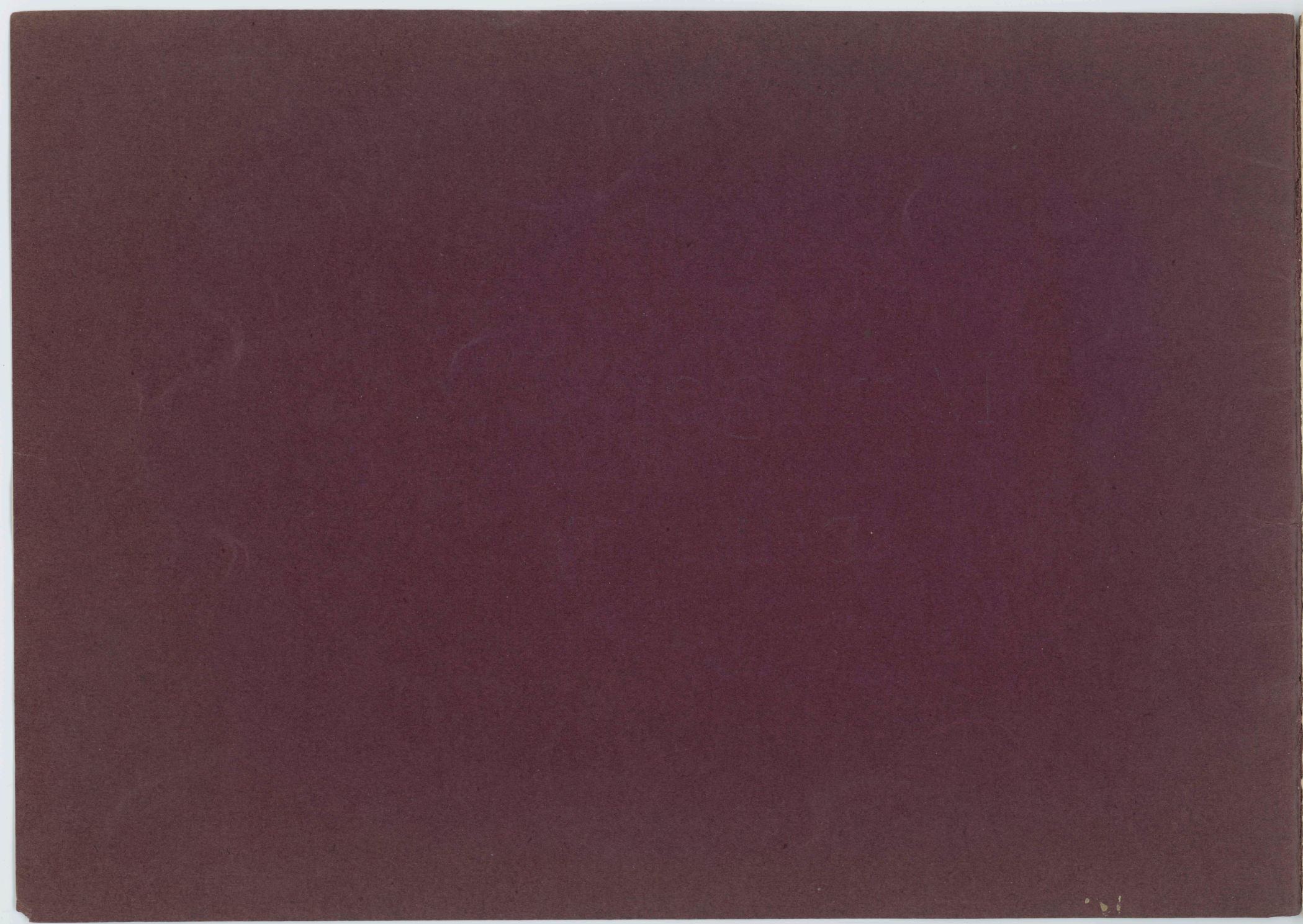
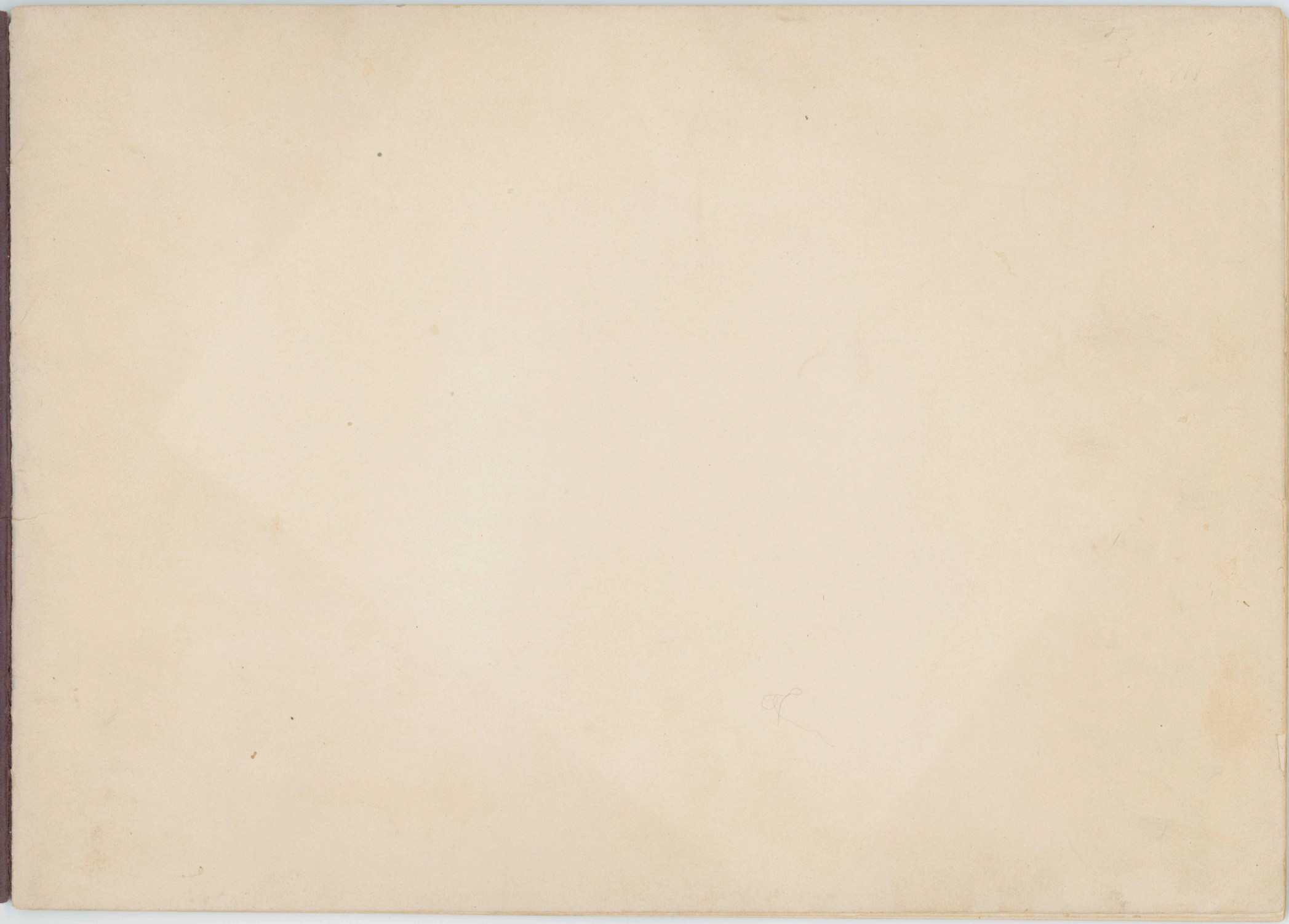
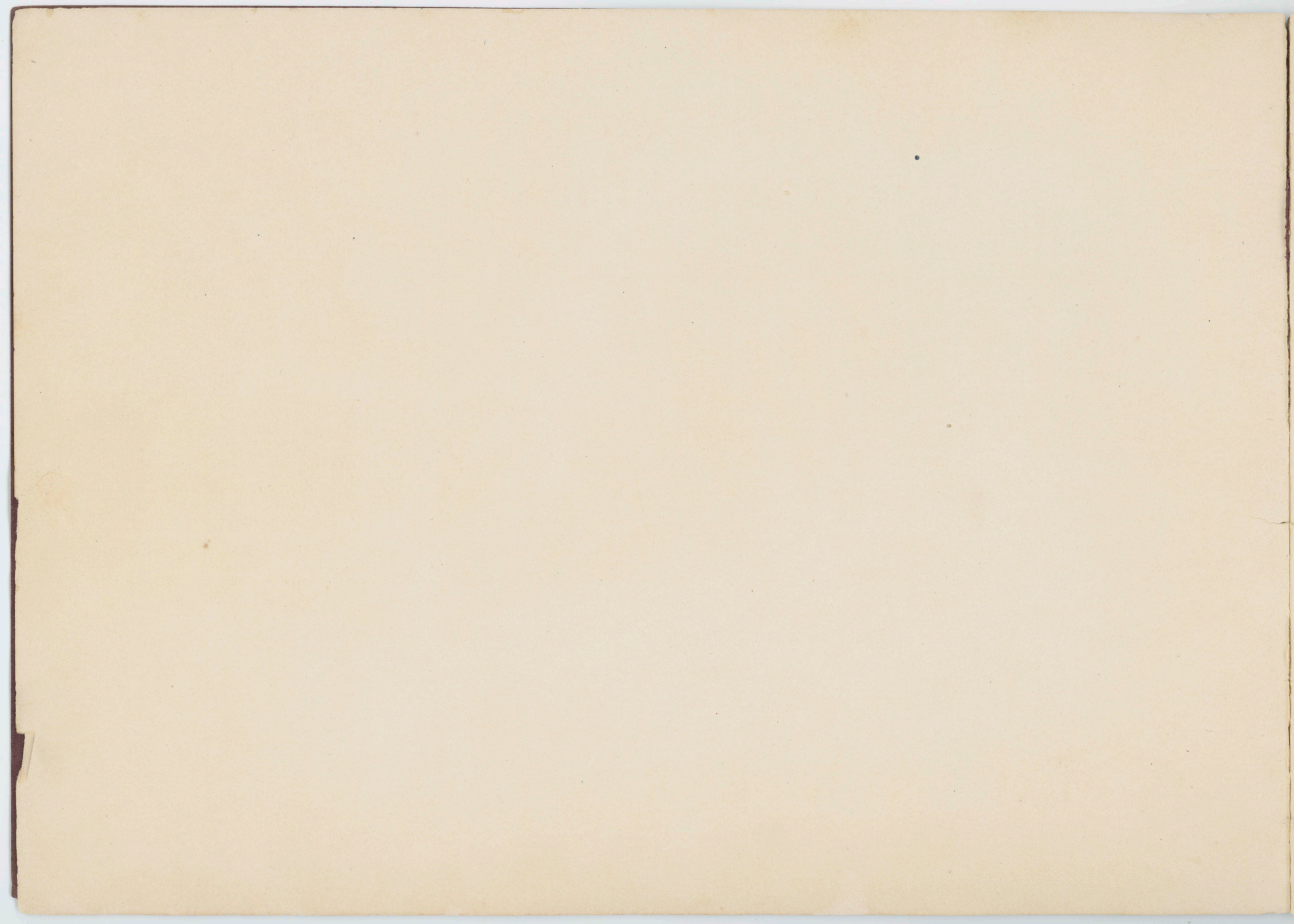


Munger Place

Dallas, Texas







DO YOU WANT A HOME IN DALLAS?

IF SO, Would it not be wise to acquire it in that part of the city—

Where values are increasing most rapidly;

Where the altitude is the greatest;

Where in summer the cool southern breezes are unobstructed, bringing health as well as comfort, because of their freedom from the impurities gathered in passing over a city and the distance from the river;

Where schools and churches are conveniently located;

Where the street car facilities are the best;

Where you have all the enjoyments of a suburban home and the conveniences of the heart of the city;

Where such restrictions are put upon the improvements to be made on the lots sold, as will not only protect your property from depreciation from the future improvements of your neighbors, but every improvement made upon their property must add to the beauty and value of your own;

Where there are already several of the best paved streets and cement walks and good prospects of others;

Where the owner has shown his faith in the property by an unusually large investment and his interest will compel him to do all in his power to add to its value and attractiveness.

If the above and many other advantages appeal to you, read the following, and verify the statements made by a personal investigation of

M U N G E R P L A C E

LOCATION

IT IS LOCATED Just outside of the east border of the limits of the city, embracing something over three hundred acres of land, which may be divided into about twenty city blocks, or nearly one thousand lots. It extends from St. Mary's College on the north to the Santa Fe railroad on the south, and Fitzhugh avenue on the west to nearly the top of the hill on Junius, Gaston and Swiss avenues on the east.

This property was secured at different times and from different parties and at considerable cost. It is now all blocked or grouped together in a large body, all of which is being improved by us, we having had the advantage and assistance of others, without being hampered or delayed by them.



ACCESSIBILITY

NEARLY every street of any importance through East Dallas enters the PLACE. Bryan street (which passes between it and St. Mary's College) has a direct line of street railway to the city. From Live Oak you can look down upon the Wilson building. Swiss and Gaston avenues, Junius and Worth enter the city direct through Elm

street; Victor and Reiger, which are extensions of Simpson and Crutcher streets; Columbia avenue, the extension of Elm street, with a street car line to the city; and Commerce abutts the lower part of the property, but has not been opened through it.

The property is just two miles from the postoffice

(which point will doubtless soon be the center of the city) and about fifteen minutes drive by carriage, and ten minutes by motor cars.

We have already paved Swiss and Gaston avenues between Fitzhugh and Munger Boulevard, Collett avenue between Swiss avenue and Junius street, and are now paving Junius street, which is already macadamized to

the city. The contract has already been let for paving Swiss avenue, connecting the paved streets on our property to an intersection with the macadamized street to the city, and we are led to believe that at least one other in addition to this will shortly be paved, all clearly showing that the PLACE is within easy access to the city.

STREET RAILROADS

THE DALLAS Street Railway Company has contracted to lay at their own expense on Collett avenue, passing through the middle of our PLACE, an extension of the Elm street line to Live Oak street, which is within one block of the Bryan street line. (We hope they will at no distant day connect with Bryan, and thus make the quickest and most desirable belt line in or to the city.) This new line is one of the very best in Dallas, being already laid through a part of the PLACE, with the most approved pattern of extra heavy weight steel rails on a substantial concrete foundation, on which we are to have a twenty minute service to and from the city as soon as we put the

lots on the market. The Bryan street line, with a ten minute service, follows the northern line of the property, giving us splendid car facilities. The Company has agreed to place their poles along the street in such a location and in such a manner as not to interfere with our plans, and to paint them nicely, thus assisting us in making our streets attractive. You may take a good look through that part of Collett avenue where the track is now laid, the paving finished, and the young shade trees growing, and imagine how it will appear in a few years, after we have planted the trees the entire length of the property, as it is our purpose to do.



AT WORK AT INTERSECTION OF COLLETT AVENUE AND JUNIUS STREET

THE LOTS

ALL LOTS are raised from twelve inches to four feet, most of them being two to three feet above the grade of the streets. We have already graded, or will grade every lot so that it shall drain from the front of the residence toward the street and from the rear of the residence towards the alley. This, we believe, has never been done

in any section or addition to Dallas, and will enable you to terrace or grade your lot back to the residence to suit your own taste, adding to the beauty of your lawns and flower gardens in front, and also insure that the water from the alley or the barns in rear of lot, will not drain towards the front of your residence. You have the assurance that not

only your own, but the adjoining, and every lot on the block, and in the entire neighborhood, will be a high dry lot. As to the dimensions, we have not as yet definitely decided, but the corner lots will probably be ninety-five or one hundred feet wide, and inside lots seventy-five feet.

The depths vary from one hundred and forty to three

hundred feet, according to the distance between the different streets.

The blocks are six hundred and sixty feet long, and have been, or will be graded to drain towards the street from the front of the residence, and toward the alley from the rear.

OUR STREETS

WE HAVE laid off the streets through our property in a direct line with those which pass through the residence portion of East Dallas, and which are already lined with beautiful homes, and considered the most desirable residence streets in Dallas. (We were compelled to purchase, at great expense and delay, a number of extra and odd shaped blocks and lots located between our main land and the city, so as to be able to open streets through them and lay it all off together.)

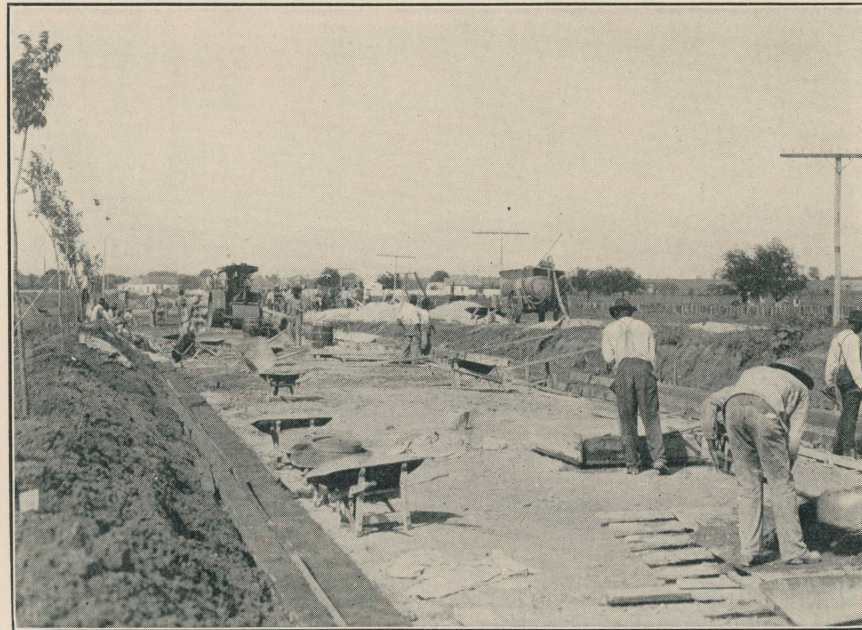
They are nearly all seventy feet wide, having thirty feet for driveway and twenty feet sidewalks on each side. Swiss avenue has two driveways; that for the public being thirty feet and the other (a private driveway) twenty feet wide. A "private park" forty feet wide extends the

entire length of the blocks between these driveways, making the total width of Swiss avenue practically one hundred and thirty feet, an exceptionally wide street. By placing the residences sixty feet from the front property line this street will present the appearance of being two hundred and fifty feet wide, which insures a most beautiful vista, both from the streets and residences. By locating the residences the same distance from the front on Gaston, Live Oak and all other seventy-foot streets, makes their appearance practically two hundred feet in width.

Drainage: The elevation of the PLACE varies from ten to twenty feet, so that each and every street will be thoroughly and practically drained. This part of the work is being done under the direction of our engineer, who is

also in consultation and harmony with the city engineer. We have excavated a canal, through which all the water is drained instead of allowing it to overflow the lots, as is the case in other sections of the city. Its borders will be sodded with Bermuda grass, and lined with ornamental or shade trees, so that instead of presenting a ragged, uneven appearance, it will be made rather ornamental and in harmony with the work being done on the PLACE.

The proper time to do all this excavating, draining, grading, paving, building sidewalks, laying water mains and sewer pipes, and if possible the erecting of telephone and electric poles, or underground cables, is before the building of your residence and that is what we propose and are endeavoring to carry out and which will save purchasers untold annoyance, inconvenience and expense in the future.



Paving: After careful investigation we have adopted and contracted for a part of our property, what is known as the "Bitulithic," and the paving is now being put down as rapidly as possible, and parts of Swiss, Gaston and Collett

avenues and Junius street are now ready for your inspection and trial. This pavement is claimed by the contractors to be the best for the use of horses (being more elastic under hoof) and for the use of all vehicles, carriages or automobiles (having the sure footing of the macadam with the elasticity of the bitumen) and also practically noiseless. We are laying this pavement on a solid concrete foundation,

which we are giving our careful, personal attention, and believe that it will last a generation, and we also hope that our enterprise will so convince others as to the value of good pavements, as to insure the paving of at least one of a number of good streets connecting this property to the city.

OUR SIDEWALKS

OUR SIDEWALKS on Swiss and Gaston avenues are twenty feet wide and divided as follows: The strip next to the street, which is seven feet wide, has been planted with Bermuda grass and through the center of which we have already planted a row of shade trees; the walks are six feet wide and constructed of the best cement with solid concrete foundation laid on a heavy bed of cinders, all of the most approved construction and under our own supervision. The space of seven feet between the walk and property line will also be sown with Bermuda grass. The width and other

details of the streets and sidewalks to be laid out in future may vary slightly, but you may be assured they will all be comparatively attractive and appropriate. The streets named are built in the very best manner and we have every reason to know that this work has been and will be done in strict accordance with our specifications, so that they will not only present a mechanically perfect appearance, but will not have to be repaired for many years to come, thus avoiding the inconvenience and loss which has been necessary on nearly all the streets of Dallas up to this time.

SHADE TREES

AFTER much consultation and advice from various sources, we are planting trees which are best adapted for making the best shade and most appropriate borders for the streets. They have been selected of a uniform size and placed the proper and uniform distances apart, and have been and will continue to be placed in a perfectly straight line, so they will present a much more pleasing appearance than when planted at different times, of promiscuous varieties, varying distances apart and in crooked

lines, as is the case in many of the otherwise beautiful sections of the city. In the latter case the older they grow the more wrinkled and unsightly they become; on our property the older they grow the more symmetrical and beautiful they will become. We ask your careful inspection of those already planted and growing, and when you see what has been done in such a short time, you can imagine what will be the appearance of the streets, avenues and boulevards when we shall have planted them all

through the place and they shall have had a few years growth. It is our intention to plant, during next autumn and winter, at least one row of trees, similiar to those already planted, through every street, avenue and boulevard on the place. Also to plant Bermuda grass in front of all the cement walks that are finished or shall be finished, and to nicely grade and plant trees and Bermuda grass on a number of the lots, whether any of them are sold or not. Thus you may imagine how much improved the whole place will appear next summer, and a few years hence.

P A R K S

WE HAVE left a strip forty feet wide on the north side of Swiss avenue which we do not propose to dedicate to the public, but retain as a private park, to be main-



AT WORK



BUILDING STREET RAILROAD

tained, say for at least five years, by the abutting property owners on this street, in proportion to their front foot holdings. This can be done at a very small expense per year to each person, and will insure a most pleasing and artistic effect in the center of this very wide street.

We are willing and propose to furnish our part per front foot for the lots and blocks fronting Swiss avenue, so long as they remain unsold, so that the whole frontage on Swiss avenue will contribute to the keeping of this park

for the benefit of those residing on the street, whether they are few or many, and reducing the cost to the owner of any single lot to a nominal sum per annum. If at any time the property owners prefer they may offer the park to the city on condition that the city keep it in good order. This park properly kept will be a most ornamental and attractive feature, rendering the property fronting on it the most beautiful and attractive property in the City of Dallas.

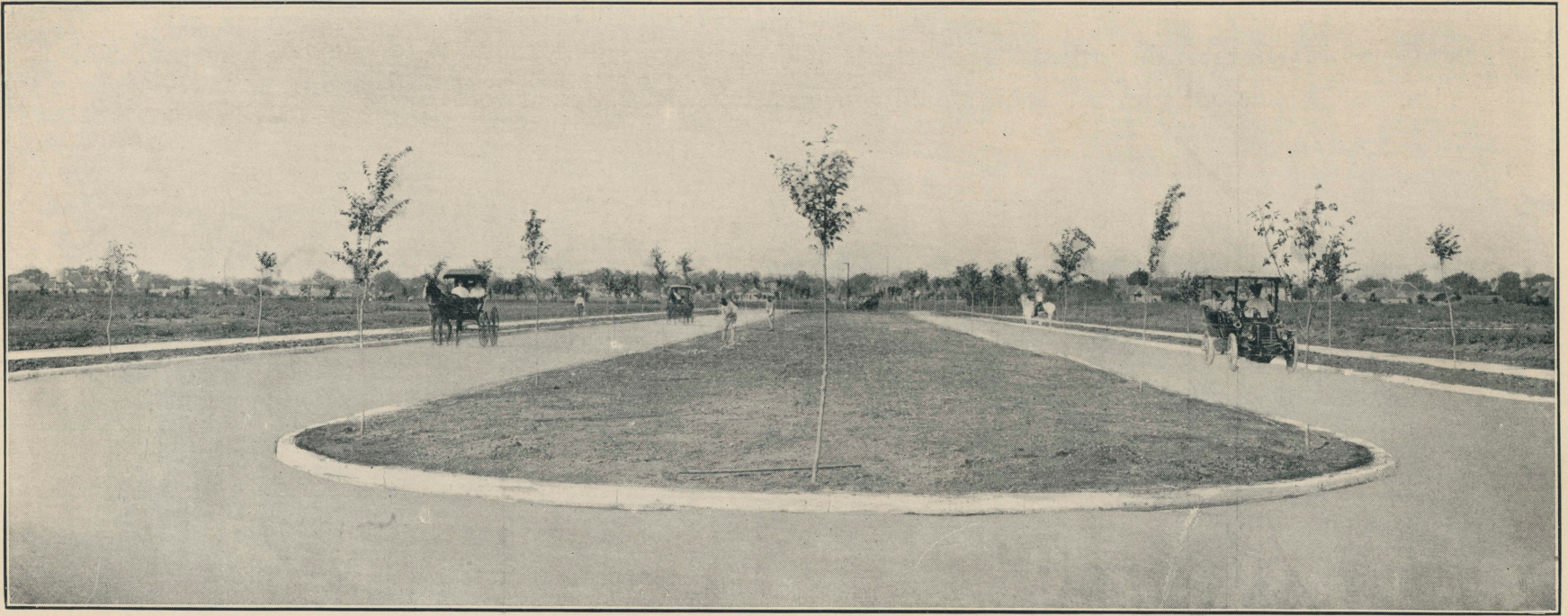
In order to retain our little Park in Swiss avenue and

leave the avenue wide and the lots deep, we had to leave out Matt street, by which we will lose the sale of 2640 front footage, which we should have had if we had extended Matt street through our PLACE. But we think our plan has not only increased the value of our lots on Swiss avenue and Live Oak street, but greatly added to the beauty of this entire section of the city. We could not adopt the same plan on other streets without closing important streets entering our property from the city.

THE SOIL

THE SOIL in this section of East Dallas is well adapted to the growing of Bermuda grass for lawns, also flowers, shrubs and trees to perfection, and this particular property, having been in cultivation for many years, is in especially good condition for the planting and growing of

all such as may be desired for ornamenting the home and surroundings. (One year ago it was all a cornfield in cultivation, surrounded by a barbed wire fence and bois d'arc hedges.)



SWISS AVENUE—THIS WAS A CORN FIELD, WITH BARB WIRE FENCES AND HEDGES, ABOUT A YEAR AGO

BOULEVARDS

THERE should be one (or more) wide boulevards encircling the city, with roads or streets connecting it with the center of the city. As a starter we suggest that Grand avenue, now connecting the southern part of the city to the Fair Grounds be extended to the southern terminus of our Collett avenue, which passes through near

the center of our PLACE, and has a forty foot driveway and fifteen foot sidewalks on both sides and two rows of shade trees, a part already planted and growing nicely.

And if our plan for this street is carried out and all residences, stables and other buildings set back about fifteen feet from the sidewalk, it will make a suitable con-

nection from the Fair Grounds at the south to the Episcopal College, crossing all the principal residence streets of East Dallas, on or near our PLACE. This would prove

a most useful as well as pleasurable drive not only for residents of all the city, but a suitable one over which to take sight seers or visitors to the city.

CITY CONVENIENCES

WE HAVE, or shall have, water, gas, electric lights, telephones, street railways, paved streets, cement sidewalks, churches, schools, etc., and as we expect some day to ask to be admitted into the corporate limits of the city, we should then have the benefit of fire and police protection, and in fact every advantage of the city, at the same time enjoy the quietude, fresh air, healthfulness and other blessings of a suburban life. There is a new fire station in two blocks of the PLACE.

Churches: We are within five minutes walk or drive from the handsome new Methodist and Baptist churches lately built, as well as in convenient distance of the Presbyterian, Episcopal and Catholic churches in East Dallas.

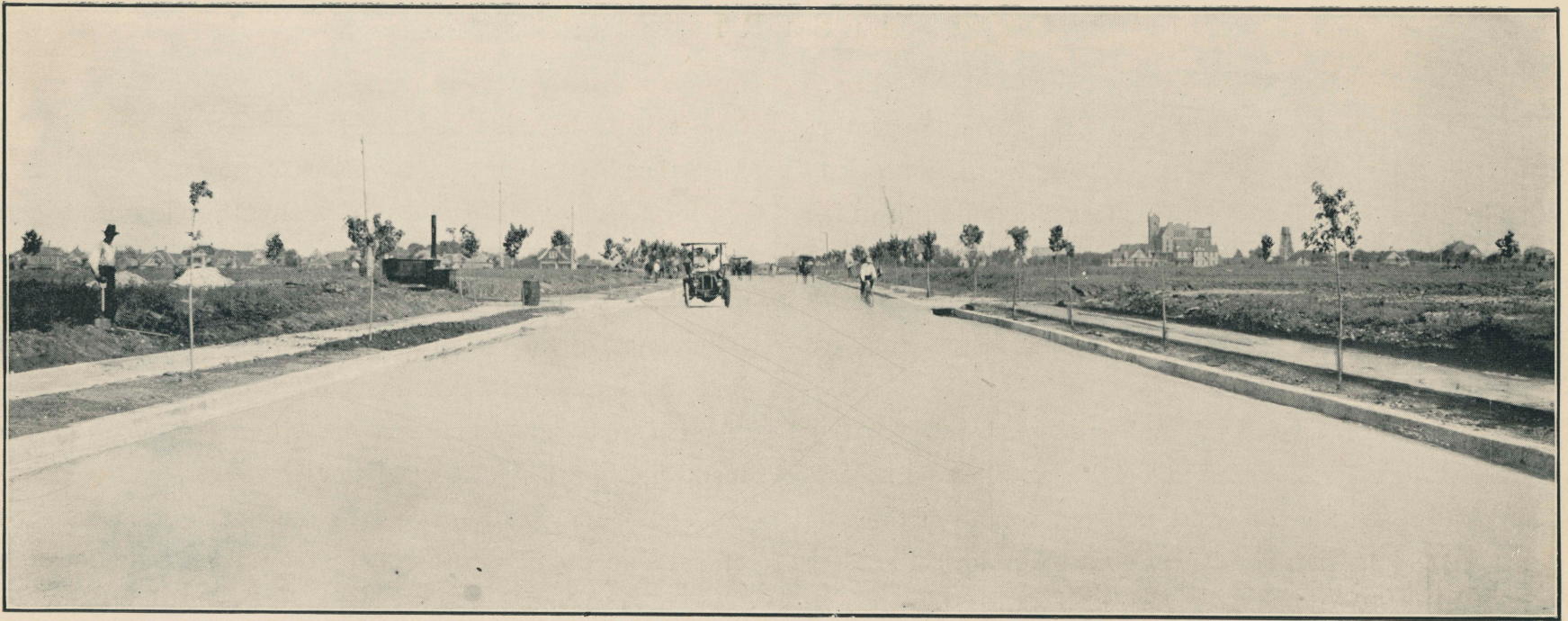
Schools: The property adjoins St. Mary's college, (which is one of the best schools for girls in the South) and is in easy walking distance of two of the East Dallas public

schools and St. Matthews and Dodson's schools for boys, and has a direct street car line to the Dallas high school.

Water and Sewerage: Quite a lot of water and sewer pipes have already been put down; others will follow. We are laying them in the alleys, instead of the street, so that when a sewer or water connection is to be made it will not be necessary to tear up a paved street.

Alleys: Nearly all the alleys are fifteen and twenty feet wide; two of them will probably be thirty or forty feet in width, and they all have been or shall be excavated so that the grade will be below that of the lots, and the water from the rear of all the lots will drain toward the alleys, and from the front of the lots toward the streets.

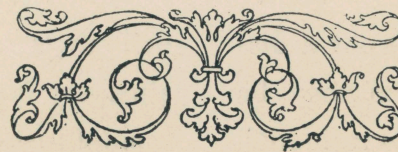
Among other advantages of having alleys is that all coal, vegetable, ice delivery and other necessary though rather noisy, troublesome and unattractive wagons, will have access from the rear rather than the front.



COLLETT AVENUE, LOOKING TOWARD ST. MARY'S FROM JUNIUS STREET

Telephone and Light Poles: The Telephone Company has agreed to run its lines through the alleys, thereby avoiding the presence of unsightly poles and wires in front of residences, so common in other streets of Dallas

and other cities. We have the assurance of the co-operation of the Telephone and Electric Light Companies, as well as the City Engineer, in carrying out this feature of our scheme, thus assisting us in beautifying our entire property.



OUR RESTRICTIONS

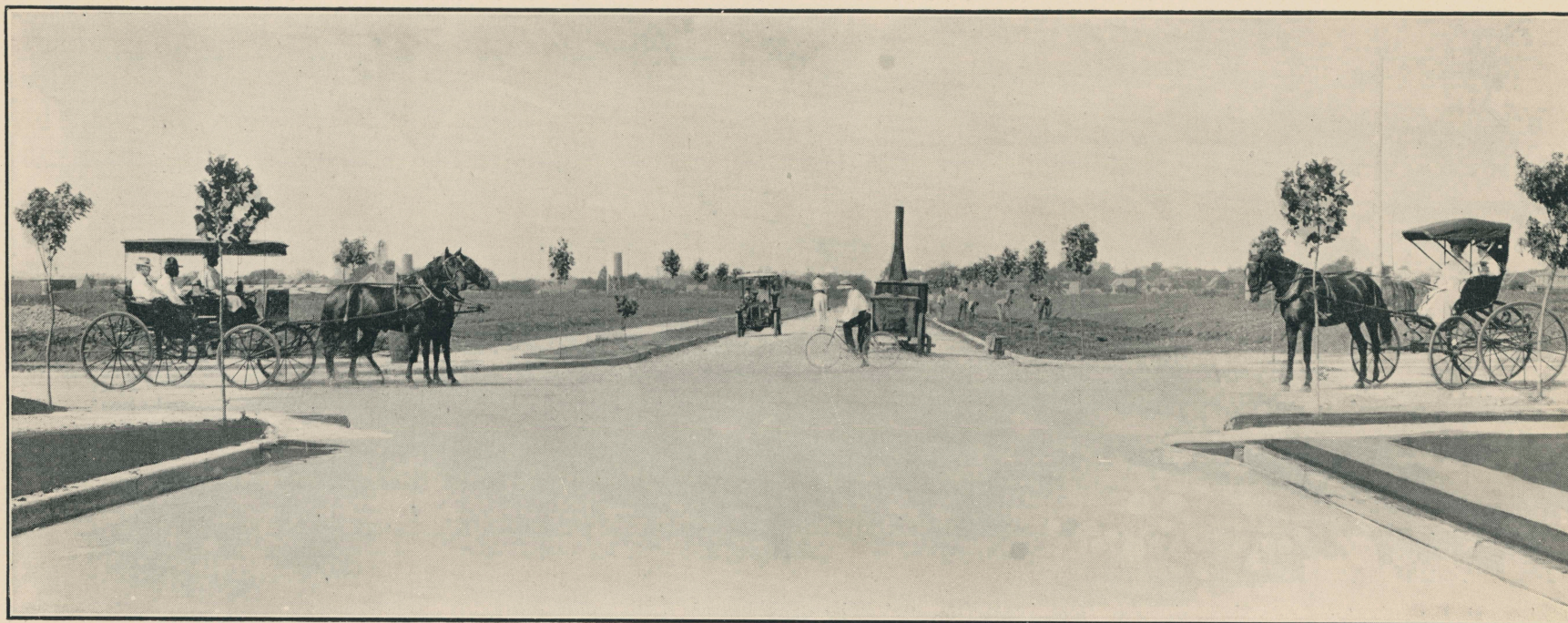
FOR THE "good and safety of all alike," it is our intention to insert in the deeds certain restrictions as to cost, location and use of all residences and buildings which may be erected on the property. They will be prepared by our attorney, and only such as shall not interfere with the deeds being transférable. On Swiss, Gaston and Live Oak streets we now think a "minimum" of about \$6,000.00 as to cost of all residences should be adopted, and that they should all be of two stories in height, and located no less than sixty feet from the front, and ten feet from the side lines of the lot. The residences shall all front in the same direction on all streets. This will prohibit those owning corner lots from locating the front of their residences toward the side street, and the rear toward your front door. The lots will be sold only to white persons and for residences only. No stores or shops will be permitted (unless in a specified location on our lots just outside the PLACE, and then only when properly shielded). We shall ask that no fences be built, or hedges grown, to a height of more than three feet on either front or side lines for a distance of sixty feet from the front. This item may be slightly varied on certain blocks, by a vote of the residents,

but it is hoped that neither fences nor hedges will be needed or built on or near the front lines of any of the lots.

Stables: Will not be allowed within less than one hundred and twenty feet of the front line on Swiss, Gaston and Live Oak streets and within appropriate distances on other streets, nor within fifteen feet of Collett avenue and probably a part of Fitzhugh and Boulevard.

Garages are frequently made a part or in the basement of, or located quite near the residence, without inconvenience either to the owner or the neighbors, and when of suitable architecture we see no objection to locating them within the same limits prescribed for residences.

Stores: If it is found desirable to erect somewhere near the PLACE one or more stores for necessities, such as drugs and groceries, they will be built neatly and substantially, doubtless of brick, with appropriate ornamental fronts, and located rearward a suitable distance from the front line of the lot, so as to provide for planting a shield of ornamental trees and shrubs in front of the stores, and the driveways passing between the stores and the shield of shrubery on the front, thus presenting a reasonably ornamental instead of the usual undesirable effect.



GASTON AVENUE—LOOKING TOWARD THE CITY AT INTERSECTION OF COLLETT AVENUE

Our restrictions may appear somewhat severe and undesirable when applied to yourself, but suppose, for instance, that you should buy a lot and build a comfortable or handsome residence, locating it sixty feet from your front line, and some one should buy the adjoining lot and place thereon a store or livery stable, or even an unsightly dwelling, and should also locate it on or very near the front line, or jam

up on the side line of his lot, how would you feel about it? Our idea in inserting these restrictions in the deeds is not for our own good or protection, but for the good of all alike of those who may decide to live upon the PLACE. We shall insert the substance of all of these restrictions in our deeds, but could not guarantee that they will all be carried out to the letter without your hearty co-operation.

YOU MAY SELECT YOUR NEIGHBORS

IF THERE are two or more persons who desire to select their neighbors from among their own congenial friends, or who may be desirous of building on adjoining lots, will make satisfactory terms and prices, provided you will build immediately desirable residences thereon; and we will be glad to consult with those having that end in

view. Although no lots will be sold for speculation, we will sell a lot to one who will build immediately and live thereon with an agreement to hold an adjoining lot for a short time, pending your securing a desirable neighbor to purchase, build and live on it.

“WHEN ARE YOU GOING TO PUT IT ON THE MARKET?”

IT HAS often been asked us, “*When are you going to put it on the market?*” to which our answer has been and is now, “Not until we are able to show you that ‘we mean business’, and that we shall have put into effect practically all of the above mentioned improvements and conveniences so that you will be able to see and judge for yourself; in brief, that we propose to offer mostly ‘realities’ and not many ‘futures’ or ‘promises.’”

However, we would have you understand that we propose to sell this property at sometime, and we will be glad to have you “keep an eye on it.” Come out and see it; ride over all the streets and drive upon the blocks and view it from the point of your front porch, so that when you are

ready to buy, if we have the place to suit you, we will be glad to see if we can not arrange to let you have it. We do not expect all of you to come our way; if you should we would not have room for you. If, however, you are not entirely satisfied with your present home or surroundings, and think probably you might want to change, please come at once and then watch our developments, and when both of us are ready let us hear from you. We think we have not only the most “ideal” location, but “the only one” of “sufficient dimensions and suitably located,” for an up-to-date beautiful residence section anywhere within reasonable access to the city of Dallas.

COMPARING PRICES

IN COMPARING prices of desirable residence lots in Dallas with those of similar lots in other cities of the same population and prospects throughout the South, we find prices in Dallas to be very much lower than in Atlanta, Birmingham, Chattanooga, Memphis and other cities, in which such lots sell from \$100.00 to \$200.00 per front foot. Our belief is that our property, within the next few years,

will be just as valuable as any in either of the cities mentioned, yet we shall expect only reasonable return for our investment, labor and skill in bringing it to a state of perfection, such as shall command your attention and meet your wishes. When we are ready to offer it, special prices will be made to those who will build immediately nice residences and live in them, and we invite your attention.

TO OLD SETTLERS

YOUR present residence may be too small on account of the growth of your family, or your business or bank account may have grown sufficiently to justify you in your ambitions to build for your family, before it is too late, a more convenient and comfortable home. Your plumbing may not suit you, and it might be impracticable to substitute the new plumbing for that now in the old house; you may not have the best electric wiring or gas fixtures; your wife may want hardwood floors (a very wise precaution from a sanitary point of view); there may be other changes you or your family would like to make in the old home

which would cost about as much as a new one and still you would not have what you desire. Equal in importance to the comfort of the dwelling itself is the selection of a healthy location with suitable surroundings and congenial neighbors. New comers to a city usually prefer to move into thickly settled sections or quite near the center of the business portion of the city. Why not arrange to sell your present home, whether large or small, in or out of the city, if it does not suit you, and build one in a location where you would have every reason to feel sure that all of your surroundings would be as satisfactory, healthy and con-

genial, as it is possible to be? The street in front of your present home may be muddy and sloppy in winter and, if so, it is dusty in summer, it has probably been so for many years and may continue so for many more. Even though there may be a good deal of talk about street paving you have no assurance but what your next door neighbor, being perfectly contented and satisfied with his home, his street and even with himself and his neighbors, will, for one whim or another, oppose paving in front of his lot and thus block all chance of improvement in the entire street. On the other hand, we do not have to consult with anyone on these matters; we have already paved some of our streets and if you will come our way you may ride or walk on the best and cleanest streets and walks that it is possible for money and skill to make. You will have no mud and slop in winter nor dust in summer.

Of course we are going to ask you to pay for all this, but had you not rather do that than be forced to endure the various discomforts of your present surroundings just

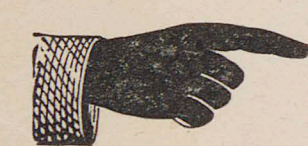
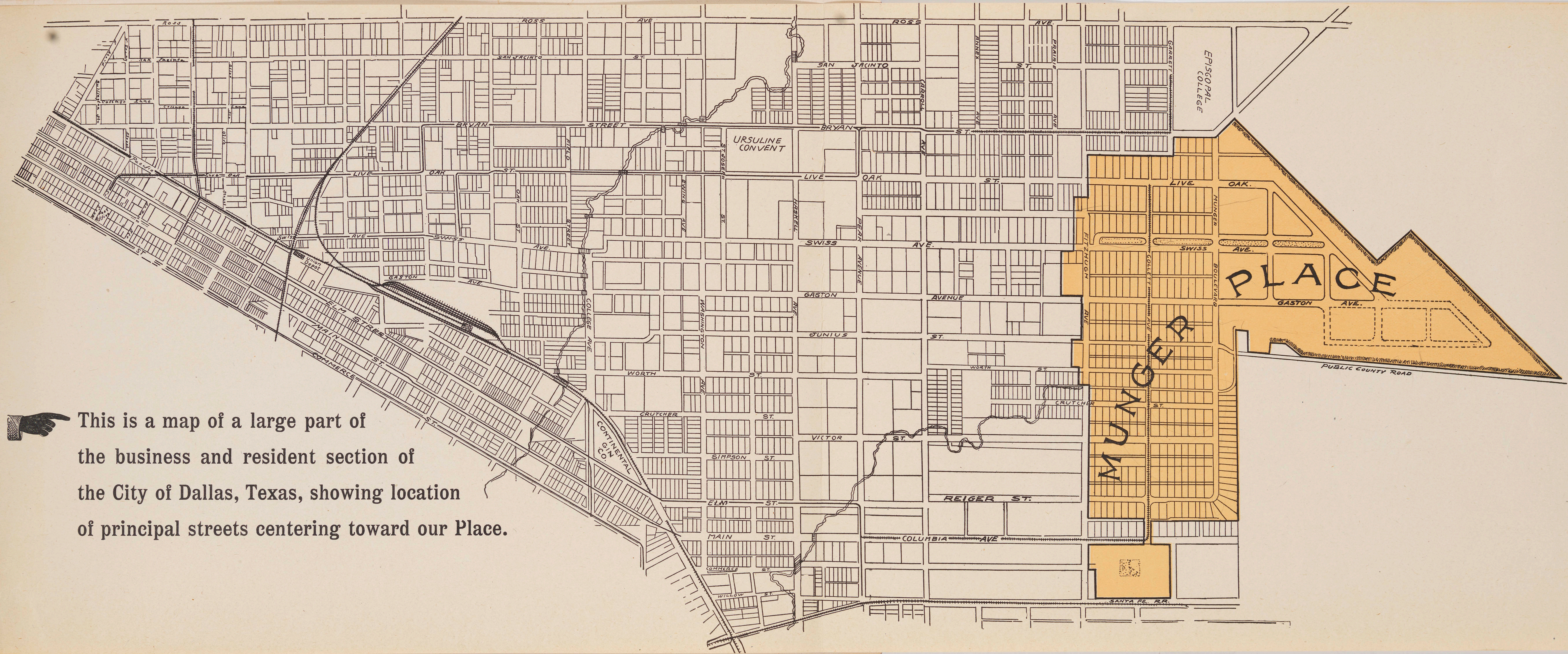
because your neighbor has "his own ideas" about these things, and stands in the way to block all your efforts to do anything that adds to the beauty of the city or the comfort of others? We are spending a large amount of money in doing this work "before offering to sell," but we steadfastly believe that there are enough progressive people in Dallas who will gladly embrace an opportunity to add to their own comfort as well as beautify the city, to practically occupy our PLACE within a very few years. The annoyance and inconvenience you have already suffered in your present location have doubtless cost you more than a lot on our PLACE, with all of its advantages; besides it is practically impossible for you to make your own block really attractive if it is partly or altogether filled with buildings entirely out of harmony with each other. Every one who buys a lot and builds a comfortable home on the Munger Place will contribute, to some extent, to the progress as well as the beautifying of the City of Dallas.

Post Office address, C. H. Munger, care of Continental Gin Co., Dallas, Texas

Our city office is with Messrs. Aldredge & Knight, No. 239 Main street

During the day we may usually be found on the PLACE: Telephone Haskell 1815

Our residence, with Mrs. J. R. Teague, at Walter Caruth Place, on Greenville road
beyond the Episcopal College: Telephone Haskell 239



This is a map of a large part of the business and resident section of the City of Dallas, Texas, showing location of principal streets centering toward our Place.

lams
F394
.D216
M86
1905

